

## **A new Villeret Date watch for women in a range of interpretations**

**Blancpain is enriching its extensive collection of women's models with the addition of a calendar timepiece. The date is presented in an oval window subtly integrated within the chapter ring. The result is a model graced with a beautifully balanced dial of which the readability is accentuated by its generous size.**

When it comes to feminine watches, Blancpain is undoubtedly a force to be reckoned with. The Manufacture indeed played a pioneering role in the history of women's timepieces, with the 1930 introduction of the first automatic wristwatch for women. Until then widely considered an essentially masculine field of interest, the art of watchmaking thus took on a universal dimension. The acquisition of Blancpain by Betty Fiechter – a loyal employee of Frédéric-Emile Blancpain –, who became the first female president and owner of a watch brand, strengthened Blancpain's commitment to the development of ladies' watches.

Building on this unique heritage, Blancpain is now unveiling a new women's timepiece in its Villeret line. Equipped with a date, it stands out for its refined aesthetics and curved details. The date window is oval in shape, a novelty within the collection. The successively displayed numerals have also been redesigned and feature a delightfully curvaceous font. These characteristics are naturally complemented by the key attributes of the Villeret collection, such as the rounded double-stepped bezel and cut-out sage leaf-shaped hands for the main indications. The proportions of this new model have also been carefully determined so as to guarantee perfect harmony between all its constitutive elements. The 33.2 mm-diameter case, available in steel or red gold, is set with 48 brilliant-cut diamonds. As is customary in the Villeret collection, the steel version has a white dial and the red gold version has an opaline dial, both set with brilliant-cut diamonds. To ensure its customers are spoilt for choice, Blancpain offers a non-set version of each of these models. The four watches thus unveiled are fitted with either an alligator strap or a *mille mailles* bracelet. These models can also be purchased with a kit of five interchangeable wristbands to suit every mood.

While style is the order of the day with this new Villeret Women Date, watchmaking technology remains its beating heart. This timepiece is powered by the 1151 movement, which has a four-day power reserve and is equipped with a silicon balance-spring particularly renowned for its chronometric (precision timing) properties. Visible through the sapphire case-back, the movement is adorned in keeping with the aesthetic codes of traditional watchmaking, as evidenced by its oscillating weight decorated with a *guilloché* pattern reflecting a honeycomb motif first created almost two centuries ago.